

ORDER



Wichita KS KSNW

Orders
Order / Rev: A2579324
Alt Order #: 27000088
Product Desc: 2020 Primary Electio
Estimate: 1513
Flight Dates: 06/30/20 - 07/06/20
Original Date / Rev: 06/29/20 / 06/29/20
Order Type: REG

Primary AE: Katz Dallas
Sales Office: K-DAL
Sales Region: Nat

Agency Name: Ax Media
Buying Contact:
Billing Contact: Ax Media Email
 800 W. 47th Street
 Kansas City, MO 64112

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM
Agency Commission: 15%

Advertiser Name: POL/Bill Clifford/Congress/KS/Rep
Demographic: A50+
Product Codes: PL12
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P5

Order Brand:
New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/01/20	06/30/20	4	\$980.00	\$833.00
07/01/20	07/31/20	4	\$800.00	\$680.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2020	4	\$980.00	\$833.00	15.00
July 2020	4	\$800.00	\$680.00	16.50
Totals	8	\$1,780.00	\$1,513.00	31.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Dallas			Start Of Order - End Of Order	100%

Order Share	Share	Total
Wichita KS KSNW	25%	\$1,780.00
Market	100%	\$7,120.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
ESNW	0%	\$0.00
KAAS	0%	\$0.00
KAKE	0%	\$0.00
KMTW	0%	\$0.00
KSAS	0%	\$0.00
KSCW	0%	\$0.00
KSNC	0%	\$0.00
KSNG	0%	\$0.00
KSNK	0%	\$0.00
KSNL	0%	\$0.00
KWCH	0%	\$0.00
KWCV	0%	\$0.00
UNKWN	75%	\$5,340.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Advertiser: POL/Bill Clifford/Congress/KS/Rep
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Wichita KS KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	Multi	06/30/20	06/30/20	Tue Prime Other 1	CM	7-9p	-T-----	:30	1	\$600.00	P4	5.00	NM	1	\$600.00
Channels : KSNC,KSNG,KSNL,KSNW															
Tue Prime Other 1															
America's Got Talent Tue-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/29/20	07/05/20	-T-----					1	\$600.00		5.00			
N 2	Multi	07/01/20	07/01/20	LN M-F	CM	10-10:35pm	--W----	:30	1	\$300.00	P4	4.00	NM	1	\$300.00
Channels : KSNC,KSNG,KSNL,KSNW															
KSN News at Ten Mon-Fri															
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/29/20	07/05/20	--W----					1	\$300.00		4.00			
N 3	Multi	07/01/20	07/01/20	Today Show 7-8am	CM	7-8am	--W----	:30	1	\$175.00	P4	2.50	NM	1	\$175.00
Channels : KSNC,KSNG,KSNL,KSNW															
Today Show 7-8am															
Today Show (7-8am)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/29/20	07/05/20	--W----					1	\$175.00		2.50			
N 4	Multi	06/30/20	06/30/20	Tonight Show	CM	10:35p-11:35pm	-T-----	:30	1	\$140.00	P4	2.00	NM	1	\$140.00
Channels : KSNC,KSNG,KSNL,KSNW															
Tonight Show/Jimmy Fallon															
Tonight Show-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/29/20	07/05/20	-T-----					1	\$140.00		2.00			
N 5	Multi	07/01/20	07/01/20	KSN News	CM	12n-1pm	--W----	:30	1	\$100.00	P4	2.00	NM	1	\$100.00
Channels : KSNC,KSNG,KSNL,KSNW															
KSN News															
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/29/20	07/05/20	--W----					1	\$100.00		2.00			
N 6	Multi	06/30/20	06/30/20	KSN Today 2	CM	6-7am	-T-----	:30	1	\$100.00	P4	2.00	NM	1	\$100.00
Channels : KSNC,KSNG,KSNL,KSNW															
KSN Today 2															
Kansas Today 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/29/20	07/05/20	-T-----					1	\$100.00		2.00			
N 7	Multi	07/01/20	07/01/20	KSN News at Six	CM	6-630p	--W----	:30	1	\$225.00	P4	8.00	NM	1	\$225.00
Channels : KSNC,KSNG,KSNL,KSNW															
KSN News at Six															
KSN News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/29/20	07/05/20	--W----					1	\$225.00		8.00			
N 8	Multi	06/30/20	06/30/20	M-F 430-5p	CM	430-5pm	-T-----	:30	1	\$140.00	P4	6.00	NM	1	\$140.00
Channels : KSNC,KSNG,KSNL,KSNW															
M-F 430-5p															
Jeopardy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/29/20	07/05/20	-T-----					1	\$140.00		6.00			
													Totals	8	\$1,780.00



125 West 55th St
New York, NY 10019

Contract # 27000088	Changes as of: 6/29/2020 at 7:58 AM	Version: Original Order
CPE: 202/269/1513	Flight: 6/30/20 - 7/6/20	Station: KSNW
Agency: Ax Media	Advertiser: Bill Clifford for KS CD 1	Market: Wichita
800 W.47th Street	Product: 2020 Primary Election	Office: DALLAS
Suite 200	Agency Order #: 9710810	Service: Nielsen
Kansas City, MO 64112	Buyer: Fernie, Taylor	Primary Demo: Adults 55+
	Salesperson: MICHAEL POWERS	Assistant: MICHAEL POWERS
	214-525-2790	214-525-2790

Con Type: POLITICAL/NOTE
Total \$: \$1,780.00
Total Spots: 8
Total CPM: \$56.51
Total GRP: 31.5

Comments: New Order 6/29/20 - The order will run Tuesday 6/30 + Wednesday 7/1 only, we'll be dark Thursday 7/2 - Monday 7/6. Please confirm the new order & alert me of any pre-empts. Thank you!

Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically. TVInvoices ID #9916670 or TV16670.
 RadioInvoices ID #9914861 or RI14861, Marktron #184659, Spotdata #2095; Separation: 30

#	Day/Time	DP	Program	Rate	A55P Rating	Len	6/30 - 7/6							Total Spots	Total \$	CPP*	GRP*
							6/30	7/1	7/2	7/3	7/4	7/5	7/6				
1	Tu 7p-9p		America's Got Talent Tue-NBC	\$600.00	5.0	30	1	0	0	0	0	0	0	1	\$600.00	\$120.00	5.0
2	Tu-F,M 10p-10:35p		KSN News	\$300.00	4.0	30	0	1	0	0	0	0	0	1	\$300.00	\$75.00	4.0
3	Tu-F,M 7a-8a		Today Show (7-8am)	\$175.00	2.5	30	0	1	0	0	0	0	0	1	\$175.00	\$70.00	2.5
4	Tu-F,M 10:35p-11:37p		Tonight Show-NBC	\$140.00	2.0	30	1	0	0	0	0	0	0	1	\$140.00	\$70.00	2.0
5	Tu-F,M 12n-12:30p		KSN News	\$100.00	2.0	30	0	1	0	0	0	0	0	1	\$100.00	\$50.00	2.0
6	Tu-F,M 6a-7a		Kansas Today 3	\$100.00	2.0	30	1	0	0	0	0	0	0	1	\$100.00	\$50.00	2.0
7	Tu-F,M 6p-6:30p		KSN News	\$225.00	8.0	30	0	1	0	0	0	0	0	1	\$225.00	\$28.13	8.0
8	Tu-F,M 4:30p-5p		Jeopardy	\$140.00	6.0	30	1	0	0	0	0	0	0	1	\$140.00	\$23.33	6.0
TOTALS:							4	4	0	0	0	0	0	8	\$1,780.00	\$56.51	31.5



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Suite 200	Agency Order #: 9710810	Service: Nielsen
Kansas City, MO 64112	Buyer: Fernie, Taylor	Primary Demo: Adults 55+
	Salesperson: MICHAEL POWERS	Assistant: MICHAEL POWERS
	Separation: 214-525-2790	
		Con Type: POLITICAL/NOTE
		Total \$: \$1,780.00
		Total Spots: 8
		Total CPP: \$56.51
		Total GRP: 31.5

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
06/29/20 7:59 AM	MICHAEL POWERS	New Order 6/29/20 - The order will run Tuesday 6/30 + Wednesday 7/1 only, we'll be dark Thursday 7/2 - Monday 7/6. Please confirm the new order & alert me of any pre-empts. Thank you! Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically: TVInvoices ID #9916670 or TV16670, RadioInvoices ID #9914861 or R14861, Marketron #184659, Spodata #2095, Separation: 30

Competitive Information	
Market Budget:	\$7,120
KSNW Share:	25%
Comment:	share estimated
Unknown:	75%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	8	\$1,780.00	\$56.51	31.5
Total	100%	8	\$1,780.00	\$56.51	31.5

Monthly Summary		
Month	Spots	Dollars
2020-Jul	8	\$1,780.00
Total	8	\$1,780.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	6/29/20 8:06 AM					\$0
New	6/29/20 7:58 AM	MICHAEL POWERS	New	8		\$1,780.00
						\$1,780.00

Non-Discrimination Policy PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, AxMedia, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 



FEDERAL CANDIDATE



STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Bill Clifford

Authorized committee:

Clifford For Congress

Agency requesting time (and contact information):



N/A AxMedia

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

United States House of Representatives

Date of election:

August 4th, 2020



General



Primary

Treasurer of candidate's authorized committee:

Husted, George

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):



the candidate listed above who is a legally qualified candidate, or



the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Station Representative

Signature:

TAYLOR FERNIE

Name: Taylor Fernie

Signature:

Audrey Berry

Name:

Audrey Berry

Date of Request to Purchase Ad Time: 6/1/2020

Date of Station Agreement to Sell Time:

6/29/20

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

TAYLOR FERNIE

Name: Taylor Fernie

Date: 6/1/2020

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

☒ Yes

☐ No

Date ad received:

6/12/20

Federal candidate certification signed (above):

☒ Yes

☐ No

☐ N/A

Disposition:

☒ Accepted

☐ Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*

☐ Rejected – provide reason (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: A2579324

Station Call Letters: KSNW

Date Received/Requested: 6/29/20

Est. #: 1513

Station Location: Wichita, KS

Run Start and End Dates: 6/30 - 7/6/20

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.